THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (c) The rates of commercial advertisements on Doordarshan vary depending upon time slots, the contents of the programme, telecast time and the channel of Doordarshan on which it is to be telecast. The details of these rates are available in the Doordarshan Commercial Service Rate Card, which is a public document.

Assessment of funds for expansion of entertainment industry

†3562. SHRI RAM JETHMALANI:
SHRIKAPILS1BAL:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have made any assessment of requirement of funds for expansion of entertainment industry in the country;

(b) if so, the quantum of this amount;

(c) the percentage of the earning by the industry estimated to be added to the GDP; and

(d) the number of people likely to get employment directly and indirectly?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) No assessment of requirement of funds for the expansion of the entertainment industry has been made by the Government.

(b) Does not arise, in view of (a) above.

(c) and (d) According to a study undertaken by the Federation of Indian Chamber of Commerce and Industry. It has been estimated that the film industry provides direct and indirect employment to nearly five million people. No authoritative figures are available on the percentage contribution of the industry to the GDP.

Production of programmes by private companies for DD

†3563. SHRI RAJIV RANJAN SINGH'LALAN':
SHIRKAPILSIBAL:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that private companies are assigned responsibility of producing programmes to be telecast on the DD;

†Original notice of the question was received in Hindi.